



A cashier, not a register.

An AI cashier on video, at the counter. The guest just says the order in their own language: 42 today, every language next. The cashier asks for the add-on on every ticket, totals it from the menu, takes the card and sends it to the kitchen.

Today

Our customer is the owner of a counter-service restaurant. We get onto the counter as a \$99-a-month self-checkout; the AI cashier inside it is the company.

Next

The only self-checkout an owner sets up alone, in one app: photograph any menu, get studio photos for the screen and online, pick the cashier's face or make their own, order the iPad kit in the app, unbox it and go live. No installer.

The market

13 million Americans sell at a counter or on a store floor. Four in five counters still have no self-service.

~\$500B a year of US pay for cashiers, counter and sales staff and their managers. We sell labor, not a kiosk.

3M US screens: 600,000 restaurant counters + 2.4M in store aisles.

12× cheaper than the job: ~\$10K a year against ~\$120K.

California first, then every country with the same job. No borders.

Founder

Temur Valiev · Founder & CEO, systems architect

I built a retail network from my own register, 21 own-label brands including Azau Crystal, and self-service machines on retail floors. In America I saw both sides of the counter: owners paying \$120,000 a year for one job, the people doing it paid too little. As an immigrant, I tapped forty times to order one coffee. **So I built the cashier I wanted to talk to.** Through my last brand in Los Angeles I know Hollywood talent: a licensed star can be its face.

Why we win · them vs us

Toast alone runs ~180,000 restaurants on screens built to be tapped. Otter, Square and the rest sell the same screen.

	Toast · Square · Otter	Us
Voice orders, 42 languages	—	✓
Asks for the add-on, every ticket	screen prompt	says it
Microphone at the counter	often none	built in
A cashier's face on video	—	✓
Owner self-installs from a menu photo	installer	next
Remembers each guest, network-wide	—	next
Data on what guests ask, in their words	—	next

For the owner

\$172,980 a year

between the owner who signs and the one who doesn't, on one counter: **\$120,000** of counter payroll not re-hired as the job turns over, plus **\$52,980** in add-ons, net of our bill. The screen asks for the add-on on every ticket; a tired person doesn't.

Assumptions: 60 orders a day, \$2.70 of add-ons an order, two cashiers at ~\$5,000 a month. **\$99 a month a screen**, voice free 14 days.

Team

Engineering partners from Google, Meraki, Deel and Alibaba.

Dima Sukharev · engineering

Ex-Deel, ex-Alibaba, CTO before. Author of OpenCommit, 7,400 GitHub stars.

Sales · 7 to 10 top closers signing now

Commission-only, street and chains: \$100 a signing and 10% for ten months.

Not raising

Selling

Sales fund our first 1,000 counters, not a round.

What those counters prove: owners pay every month, the add-ons out-earn our bill, and churn stays under 1.5% a month. **Then a Series A, on live numbers.**

\$99 → ~\$836 · one counter, 75 orders a day

Software + iPad kit lease, \$99 each	\$198
AI minutes: 1,710 at \$0.25, \$0 idle	\$428
Card processing: 0.4% of \$52,500	\$210
We bill a month	~\$836
Our cost: AI, cloud, iPad	-\$350
Gross margin	~\$486 · 58%

Won for ~\$1,000 from cash it collected. **Payback under 4 months.**

Every counter adds to the company

	We bill a month	Value at 20×
Lunch counter: 75 orders a day, \$23 ticket	\$836	\$200K
Busy counter: 100 a day, \$20 ticket	\$1,008	\$242K
Food truck: 250 a day, \$15 ticket	\$2,073	\$498K

One counter, about \$200K of company value: ~\$10K a year of revenue at 20×. A thousand counters, a ~\$200M company. **Not in these numbers yet:** ads on the idle screen and the data.

Live today at cashiercrew.com/kiosk; iPad app in beta, card payments this quarter.

Next on the same screen

- **Faster than a person:** the whole order in one breath, in 42 languages today, all of them next.
- **Remembers regulars** at every counter we run, with consent.
- **Data no one else has:** what people order, in their own words.
- **Cheaper card fees:** 2.3% all-in, under Square's 2.6% + 15¢. We keep 0.4%.
- **Growth:** reps earn 10% of first-year revenue; with the owner app, owners self-install and the budget moves to stars.

I am building for a million: a million people freed from the job nobody wants.

Temur Valiev, Founder & CEO
temur@cashiercrew.com · cashiercrew.com/deck